

Message Text

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12

ACTION EB-11

INFO OCT-01 ARA-16 ISO-00 PA-04 PRS-01 USIA-15 CIAE-00

INR-10 NSAE-00 RSC-01 DRC-01 /060 W

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R 072015Z JUN 74

FM AMEMBASSY BUENOS AIRES

TO SECSTATE WASHDC 6819

INFO USDOC WASHDC

AMEMBASSY BRASILIA

AMEMBASSY CARACAS

AMEMBASSY LIMA

AMCONSUL RIO DE JANEIRO

AMEMBASSY SANTIAGO

LIMITED OFFICIAL USE BUENOS AIRES 4235

E.O. 11652: N/A

TAGS: ETEL, AR

SUBJ: COLOR TV STATUS IN ARGENTINA

REF: A. LIMA 3830; B. BA 3898 (1973)

1. STUDY OF ALTERNATIVE COLOR TELEVISION BROADCASTING SYSTEMS HAS BEEN IN ABEYANCE SINCE INAUGURATION OF PERONIST GOVERNMENT LAST YEAR. SPECIAL STUDY COMMISSION ESTABLISHED BY MILITARY GOVERNMENT WAS DISSOLVED AND NOT REPLACED BY OTHER OFFICIAL BODY. QUESTION MAY BE UNDER STUDY PRIVATELY BY GOA, BUT THRUST OF SUCH CONSIDERATION NOT KNOWN AT PRESENT IN LOCAL INDUSTRY.

2. ANY DECISION ON COLOR SYSTEM MUST AWAIT FINAL POLITICAL DECISION AS TO LEGAL REGIME FOR BROADCASTING IN GENERAL. ISSUE OF DEGREE OF STATE CONTROL OF RADIO AND TV BROADCASTING NOW SOURCE OF CONTENTION BETWEEN GOA AND OPPOSITION IN CONGRESS. PROBABILITY OF ESTABLISHMENT OF GOVERNMENT TV MONOPOLY IS HIGH, BUT WE CANNOT YET PREDICT OUTCOME. INDUSTRY SOURCES HOPE FOR RESOLUTION OF MATTER BEFORE END 1974.

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3. ONLY DEADLINE NOW FACING ARGENTINA ON COLOR TV CHOICE IS 1978 WORLD CUP SOCCER TOURNAMENT TO BE HELD HERE. GOA HAS APPARENTLY ASSUMED COMMITMENT OF MILITARY REGIME TO BROADCAST GAMES OVERSEAS IN COLOR, WHICH MAY OR MAY NOT IMPLY INSTALLATION OF DOMESTIC BROADCAST AND RECEPTION CAPABILITY. PREPARATIONS FOR 1978 EVENT REPORTED IN TOTAL DISARRAY IN ANY CASE AND SAME MAY APPLY TO COLOR TV QUESTION.

4. PRIVATE BROADCASTERS TEND TO FAVOR NSTC SYSTEM AS ECONOMICALLY AND COMMERCAILLY ADVANTAGEOUS. GOA CIRCLES, HOWEVER MAY BE INFLUENECED TO FAVOR PAL VARIANTS THROUGH POLITICAL BIAS AGAINST USE OF US TECHNOLOGY AND CULTURAL MATERIAL.

5. CHOICE OF PAL OR SECAM BY OTHER LA COUNTRIES WOULD PROBABLY INFLUENCE ARGENTINAS CHOICE.
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Message Attributes

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Disposition Authority: smithrj
Disposition Case Number: n/a
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